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NEW Truehedge Columnberry

a Ready-Made Hedge

that is Tailor-Made

PRICES OF TRUEHEDGE COLUMNBERRY:

Truehedge Columnberry comes in two sizes, 9 to 12 inch and 12 to 15 inch. Either will make the same fine hedge, but the 12- to 15-inch plants will do it more quickly.

Prices, 9-12 in. plants: 2 plants, \$80; 5 plants, \$1.50; 25 plants, \$6.50; 100 plants, \$25.00.

Prices, 12-15 in. plants: 2 plants, \$1.00; 5 plants, \$2.00; 25 plants, \$9.00; 100 plants, \$35.00.

Truehedge Columnberry is READY MADE because it becomes a hedge the very day you plant it. It is a TAILOR MADE HEDGE because its neatness and trimness. There is NO LABOR to pruning Truehedge Columnberry. Only a snap here and there is all. Foliage is dense, heavy and evenly distributed from the ground up to the top. Does not discolor during terrific heat and drought. Free from disease. IMITATES BOXWOOD. Ideal for planting in pairs beside porches, entrances, etc., where formerly expensive Boxwoods, Arbor-Vitae, etc., have been used. Often people mistake Truehedge Columnberry for Boxwood. Grows about 5 feet. Prices at right.

New! New! New!—Orange! Orange! Orange! Here's what all Hollyhock lovers have been waiting for—brilliant orange, double flower—the most crimsoned, most brilliant color save red that will stop every passer-by to exclaim in admiration. Grows same height as other hollyhocks. Hardy. New price, 5 for \$1.00; 10 for \$1.65, as long as supply lasts.



4 DIANTHUS LOVELINESS \$2

These plants were grown from seed that cost 65¢ each as much as gold. Plants formerly priced at \$1.00 now \$1.25. We are so sorry to discontinue them, we can offer them at new low prices. Another grower is discontinuing his perennial business and makes his Loveliness plants to us at a bargain. We pass the savings on to you. Dianthus Loveliness, pretty mignonette with apple green center. 1 for 69¢; 2 for \$1.25; 3 for \$1.75; 4 for \$2.00.

Note: These are Potted Plants—see catalog page 63 for prices on field-grown plants.



15 Cannas \$1.00
35 for \$2.00

Here is a gorgeous array of colors amidst beautiful luxuriant foliage—scarlet, pink, yellow, white. We choose colors. Fine mixture, not labeled. Would cost you at least \$2.00 if we sent them labeled.



12 Regal Lilies \$1
30 for \$2

Really one of the finest Lilies that grows. Beautiful snow-white with gilded throat, crimson veins on outside of petals. Fine blooming size bulbs. 12 for \$1.00; 30 for \$2.00.



5 Japanese Anemone for \$1 only
12 for \$2.00

Better choose 12 at \$2.00 rather than 5 for \$1.00 because these are beautiful flowers. We give you a mixture, our choice, at least 3 varieties, the sturdy plants that will bloom this summer. Mixed colors.



2 French Lilacs 95c
3 for \$1.35
4 for 1.79

These are fine field-grown plants, now 1½ to 2 feet in height. Will soon grow into magnificent beautiful bushes. We give them to you at these new low prices so you know to choose colors. 1 for 50¢; 2 for 95¢; 3 for \$1.35; 4 for \$1.79.



4 Plumb Bleeding Heart for \$1
9 for \$2

Former price for four, \$1.33, now only \$1.00. These are the pretty dwarf Bleeding Hearts with beautiful fern-like foliage. Light red flowers as shown, all summer.



Find the Bargains

Many of the finest bargains ever offered in nursery stock are to be found in the small panels on each side of this broadside. Valuable articles come in small parcels. Read the panels . . . you may find the finest of your desires satisfied here for less money.



New Painted Daisies with Chrysanthemum Centers

Some little garden elf has been busy . . . and just see what he's done! Here are painted Daisies with beautiful fluffy centers just like beautiful Chrysanthemums. One could almost believe that these new flowers are a combination of the two.

Now we offer these beautiful flowers in a new collection that saves you money . . . you get one each of three varieties as follows:

1 Miami Queen. A beautiful mauve-pink flower . . .	\$0.40
1 Trojan. Similar to Miami Queen but darker, almost black40
1 Buckeye. Still darker than Trojan. A dusky beauty40
Total Value . . .	\$1.20
SPECIAL GROUP PRICE . . .	95c

Order now and you can have all three of the flowers listed above (\$1.20 value) for only 95¢. Be ahead of your neighbors and friends. There's fun in beating the other fellow.

Two Collections (2 of each variety, 6 plants in all), \$1.75.

Four Collections (12 plants in all), For Only \$2.95

Regal Lily

Speciosum Rubrum

Gold-Banded Lily



Now After 30 Years 2 Bulls-eyes at Once

Professor N. E. Hansen, South Dakota State College, after over 30 years of effort, refusing always to be discouraged, has produced the perfect shrub—an ornamental bush which produces delicious edible fruit.

Just think! Now you can plant a beautiful hedge or group of shrubbery and from that shrubbery pick delicious edible fruit. Now, if you have a small yard you can still have both fruit and landscape beauty.

In early spring this bush is a perfect mass of beautiful snow-white flowers.

During summer it's a silvery, shimmering shrub.

And—it bears delicious fruit that's fine for sauces, jams, jellies, cordials, and many other uses.

Be sure to order Hansen's Quick-Bearing Bush Cherry.

Prices, 2 to 3 ft. bushes, 2 for \$1.00; 5 for \$14.00; 10 for \$25.00.



Bulls-eye No. 1 A Beautiful Ornamental Shrub

In early spring the bush is a perfect mass of frosty bluish-green leaves beautifully shaped, whole bush symmetrical. Bush above is only three months old; full grown bushes are as beautiful as any shrub you ever saw.

Just think! Now you can plant a beautiful hedge or group of shrubbery and from that shrubbery pick delicious edible fruit. Now, if you have a small yard you can still have both fruit and landscape beauty.

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During summer it's a silvery, shimmering shrub.

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Prices, 2 to 3 ft. bushes, 2 for \$1.00; 5 for \$14.00; 10 for \$25.00.

Bulls-eye No. 2 Delicious Fruit

Note the dark clusters. The fruit is as large as the largest Sweet Cherry. Beautiful red.

Fruit is as large as the largest Sweet Cherry. Beautiful red.

Just think! Now you can plant a beautiful hedge or group of shrubbery and from that shrubbery pick delicious edible fruit. Now, if you have a small yard you can still have both fruit and landscape beauty.

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Prices, 2 to 3 ft. bushes, 2 for \$1.00; 5 for \$14.00; 10 for \$25.00.

Bulls-eye No. 3 Delicious Fruit

Note the dark clusters. The fruit is as large as the largest Sweet Cherry. Beautiful red.

Fruit is as large as the largest Sweet Cherry. Beautiful red.

Just think! Now you can plant a beautiful hedge or group of shrubbery and from that shrubbery pick delicious edible fruit. Now, if you have a small yard you can still have both fruit and landscape beauty.

In early spring this bush is a perfect mass of frosty bluish-green leaves.

During summer it's a silvery, shimmering shrub.

And—it bears delicious fruit that's fine for sauces, jams, jellies, cordials, and many other uses.

Be sure to order Hansen's Quick-Bearing Bush Cherry.

Prices, 2 to 3 ft. bushes, 2 for \$1.00; 5 for \$14.00; 10 for \$25.00.

Bulls-eye No. 4 Delicious Fruit

Note the dark clusters. The fruit is as large as the largest Sweet Cherry. Beautiful red.

Fruit is as large as the largest Sweet Cherry. Beautiful red.

Just think! Now you can plant a beautiful hedge or group of shrubbery and from that shrubbery pick delicious edible fruit. Now, if you have a small yard you can still have both fruit and landscape beauty.

In early spring this bush is a perfect mass of frosty bluish-green leaves.

During summer it's a silvery, shimmering shrub.

And—it bears delicious fruit that's fine for sauces, jams, jellies, cordials, and many other uses.

Be sure to order Hansen's Quick-Bearing Bush Cherry.

Prices, 2 to 3 ft. bushes, 2 for \$1.00; 5 for \$14.00; 10 for \$25.00.

Bulls-eye No. 5 Delicious Fruit

Note the dark clusters. The fruit is as large as the largest Sweet Cherry. Beautiful red.

Fruit is as large as the largest Sweet Cherry. Beautiful red.

Just think! Now you can plant a beautiful hedge or group of shrubbery and from that shrubbery pick delicious edible fruit. Now, if you have a small yard you can still have both fruit and landscape beauty.

In early spring this bush is a perfect mass of frosty bluish-green leaves.

During summer it's a silvery, shimmering shrub.

And—it bears delicious fruit that's fine for sauces, jams, jellies, cordials, and many other uses.

Be sure to order Hansen's Quick-Bearing Bush Cherry.

Prices, 2 to 3 ft. bushes, 2 for \$1.00; 5 for \$14.00; 10 for \$25.00.

Bulls-eye No. 6 Delicious Fruit

Note the dark clusters. The fruit is as large as the largest Sweet Cherry. Beautiful red.

Fruit is as large as the largest Sweet Cherry. Beautiful red.

Just think! Now you can plant a beautiful hedge or group of shrubbery and from that shrubbery pick delicious edible fruit. Now, if you have a small yard you can still have both fruit and landscape beauty.

In early spring this bush is a perfect mass of frosty bluish-green leaves.

During summer it's a silvery, shimmering shrub.

And—it bears delicious fruit that's fine for sauces, jams, jellies, cordials, and many other uses.

Be sure to order Hansen's Quick-Bearing Bush Cherry.

Prices, 2 to 3 ft. bushes, 2 for \$1.00; 5 for \$14.00; 10 for \$25.00.

Bulls-eye No. 7 Delicious Fruit

Note the dark clusters. The fruit is as large as the largest Sweet Cherry. Beautiful red.

Fruit is as large as the largest Sweet Cherry. Beautiful red.

Just think! Now you can plant a beautiful hedge or group of shrubbery and from that shrubbery pick delicious edible fruit. Now, if you have a small yard you can still have both fruit and landscape beauty.

In early spring this bush is a perfect mass of frosty bluish-green leaves.

During summer it's a silvery, shimmering shrub.

And—it bears delicious fruit that's fine for sauces, jams, jellies, cordials, and many other uses.

Be sure to order Hansen's Quick-Bearing Bush Cherry.

Prices, 2 to 3 ft. bushes, 2 for \$1.00; 5 for \$14.00; 10 for \$25.00.

Bulls-eye No. 8 Delicious Fruit

Note the dark clusters. The fruit is as large as the largest Sweet Cherry. Beautiful red.

Fruit is as large as the largest Sweet Cherry. Beautiful red.

Just think! Now you can plant a beautiful hedge or group of shrubbery and from that shrubbery pick delicious edible fruit. Now, if you have a small yard you can still have both fruit and landscape beauty.

In early spring this bush is a perfect mass of frosty bluish-green leaves.

During summer it's a silvery, shimmering shrub.

And—it bears delicious fruit that's fine for sauces, jams, jellies, cordials, and many other uses.

Be sure to order Hansen's Quick-Bearing Bush Cherry.

Prices, 2 to 3 ft. bushes, 2 for \$1.00; 5 for \$14.00; 10 for \$25.00.

Bulls-eye No. 9 Delicious Fruit

Note the dark clusters. The fruit is as large as the largest Sweet Cherry. Beautiful red.

Fruit is as large as the largest Sweet Cherry. Beautiful red.

Just think! Now you can plant a beautiful hedge or group of shrubbery and from that shrubbery pick delicious edible fruit. Now, if you have a small yard you can still have both fruit and landscape beauty.

In early spring this bush is a perfect mass of frosty bluish-green leaves.

During summer it's a silvery, shimmering shrub.

Kellogg's Garden Elves Bring You Many Magic Flowers!!



New!

DAILY SKETCH Phlox

Only a Few of These Glorious Flowers to be had . . . You Must Hurry your order. Price \$1 each

The little elf pictured here is the most particular workman we ever saw. He always has his measuring stick handy, and he carefully and critically measures every single floret that goes into the beautiful Daily Sketch Phlox. If the florets are not up to size, he rejects them unconditionally, keeping only florets of most mammeth size.

That is the outstanding feature of the wonderful New Daily Sketch Phlox. Single florets measure 1½ inches across—as large as a good sized pansy. No other hardy Phlox produces florets so large. And the coloring is simply splendid! It is a clear beautiful pink with small carmine eyes. The color does not fade as with many other varieties of Phlox, but stays pure and beautiful throughout the life of the Phlox. Very long blooming—starts in July and continues until frost. HARDY.

Important

This is the first year we have offered Daily Sketch and we have only a few of this Brand-New hardy Phlox—less than 800. Consider that this folder is sent to thousands of people and you will realize that your order at once or you will be disappointed to be the first to display this amazing beauty in your neighborhood.

PRICES:
Daily Sketch Phlox, \$1.00 each.



Alpine Midget Rose (Rosa Rotundifolia)

A Famous Prodigal Now Returns to Civilization

Here is a sprightly little mountaineer who is tooting his horn, and he has real reason to blow, for he brings you the famous Alpine Midget Rose so long thought lost but now re-discovered.

The beautiful thing about Alpine Midget Rose is the perfect form of its fully opened blossoms and the pretty cupid's-dart buds. These buds open a beautiful vivid red which turns to a dainty pink when the Roses are fully opened. Alpine Midget Rose blooms all summer and fall right up until freezing weather. It's tiny midget, hardy as an oak and survives the coldest winter weather. Very easy to grow. Give this little elf a home in your garden, and you'll be delighted for a long time to come.

Prices, Alpine Midget Rose, 50¢ each; 3 for \$1.15; 6 for \$2.00; 10 for \$3.15; 25 for \$7.50; 50 for \$12.50. Each plant with ball of earth on roots—easy to plant—sure to grow.



Use Alpine Midget Rose for pretty low borders, for rockeries or for small beds. Extra fine in small beds. If you have only a small place for a Rose garden, border it with Alpine Midget Rose with a few higher Roses in the center, and you'll have something particularly fine.



New!

ROSE DAWN



otherwise get out of bounds. Has a long, four to six weeks blooming period and blooms at Decoration Day when flowers are most in demand. The flowers are erect and do not lower like many other Dianthus. Stands partial shade.

Prices, Rose Dawn Dianthus, 50¢ each; 3 for \$1.00; 7 for \$2.00; 12 for \$3.00.

Just look at the beautiful things this little magician is doing! First Rose Dawn Dianthus appears as a fuzzy ball of beautiful blue-green foliage for all the world like the back of a fury kitten. Then the buds appear and it looks like a frightened porcupine with quills all on end; and finally when the blooms appear it looks just like hundreds of tiny rockets all exploding at once—

just like a beautiful little fireworks display. Here is truly beautiful magic for your garden.

Rose Dawn Dianthus, in addition to its beauty, has many advantages. It is perfectly hardy and can stand the coldest winter weather, and the foliage is evergreen—stays pretty the year round. It is very low growing and does not run wild or

otherwise get out of bounds. Has a long, four to six weeks blooming period and blooms at Decoration Day when flowers are most in demand. The flowers are erect and do not lower like many other Dianthus. Stands partial shade.

Prices, Rose Dawn Dianthus, 50¢ each; 3 for \$1.00; 7 for \$2.00; 12 for \$3.00.



HEATHERS - A Touch of Old Scotland for Your Garden

Take off your hats to this little Scotch Highlander. He has now surmounted obstacles that for years denied you of a most wonderful flowering Evergreen. Now you can have picturesqueness and beauty.

Formerly nurseries avoided Heather because they were so expensive for the nursery to produce, but now this little elf offers them at the price of many ordinary shrubs.

Heathers are exceedingly beautiful and picturesque. In fact, they are world renowned. Great artists have painted them, great bards sing of them, and poets,

novelists, historians, geographers, botanists—all give them praise. They are very hardy, low shrubby bushes and are extra fine for rockeries. They are evergreen—pretty all winter.

All Heathers are low and dense growing with small feathery leaves and tiny delicate tiny flowers. Easy to grow, especially in dry sunny positions, but will also grow in moist land and shady places. Can branches stay life-like for months.

Prices, all Heathers; 75¢ each; 4 for \$2.00.

SCOTCH HEATHER (Calluna vulgaris). Hundreds of pretty bell-shaped rock flowers and unusually pretty foliage.

WHITE HEATHER (Calluna vulgaris alba). This is the white form of Scotch Heather. Flowers white instead of pink.

GOLDEN LEAVED HEATHER. Same as Scotch Heather, but has beautiful bronzy foliage.

HAMMOND'S PINK HEATHER (Calluna vulgaris Hammondi, pink). 18-24 inches. Pink flowers.

Kellogg's HEATHER Collection

4 Scotch Heathers \$2

Order one each of the 4 heathers described at left . . . they are beautiful planted together . . . price only \$2.00 for the 4.

Prices, Dazzler Carnation, each plant with ball of earth on roots, 1 for 50¢; 3 for \$1.00; 8 for \$2.00; 25 for \$5.00; 50 for \$9.00.

Seven Beautiful Phlox— Only \$1.00

Or 15 for \$2.00

Kellogg's Garden Elves invite you on a trip to Bargain Land—and show you a bargain in phlox. These 7 pictures give you some idea of the beautiful range of color you will receive in this amazing collection of phlox—white, pink, salmon, mauve, purple, red, violet. Every variety is outstanding, chosen from the world's best as selected by three experts. Every plant is field-grown and sturdy, ready to grow quickly to fine blooming size. Each plant will produce one to four beautiful flower heads the first year and blooms will increase each year until you have a gorgeous fiery mass of color in your garden. Here's a real true bargain in beauty. Seven plants chosen from the finest varieties, not labeled, special bargain price \$1.00; 15 for \$2.00.



Here are the finest and newest flowers to be had—flowers that are not to be found in every neighbor's garden—flowers that will make you justly proud. Let Kellogg's Garden Elves show you the way to a finer garden.

Mildred Louise and Picardy Giant Glads

Below is an elfin painter who loves gorgeous aluring colors and he knows how to mix his paints to produce the beautiful color effects that we all love so well.

Furthermore, he paints in heroic size! Just think of Gladiolus blooms (single florets) 5½ inches across!

Mildred Louise and Picardy blooms attain that size or larger. And let us make it clear that we refer to single florets—not to whole spikes. By all means order some of these gorgeous Glads. Do not delay another minute. Send your order today and be the first in your neighborhood to display them.



100 First-Prize Gladiolus Bulbs \$2.00

100 bulbs full blooming size—50 glorified first prize varieties—big \$6.00 value, for only \$2.00.

Kellogg's "First Prize" Gladiolus Garden will put you in the first prize class. No bulbs of any varieties are allowed in this collection but the very finest and most beautiful—varieties that have won prizes at important shows—varieties that will win for you. These 50 varieties have been chosen as the largest flowering and most glorious in coloring, from several hundred of America's newest and most outstanding varieties. You will be so delighted and thrilled with Kellogg's "First Prize" Gladiolus Garden that you would not part with it for \$10.00. This collection gives you three times your money's worth.

Order Kellogg's "First Prize" Gladiolus Garden with the full understanding that you will be more than satisfied. When these 100 bulbs of 50 prize varieties bloom for you, if you are not absolutely satisfied we will either return your money or send you another collection of equal value free.

Price, Kellogg's "First Prize" Gladiolus Collection, 100 bulbs of 50 varieties, \$2.00. Varieties not labeled. Bulbs all large blooming size.

Free! 1 Mildred Louise and 1 Picardy

Order Kellogg's "First Prize" Gladiolus Collection before April 30th and we will add 1 Mildred Louise and 1 Picardy bulb FREE. This gives you an extra 55¢ value—102 bulbs in all. Mildred Louise and Picardy bulbs will be labeled. OFFER EXPIRES APRIL 30th.

Here's a HARDY Daphne

No longer is Daphne's glorious beauty confined to the South. This hardy Daphne Cneorum lives through the cold winters of the Northern United States and its pretty foliage stays evergreen all winter; in April and May it is just one glorious mass of beautiful pink blossoms as shown at the right, and it also blooms at intervals throughout the summer. Grows 12 to 18 inches high.

Prices, Hardy Daphne Cneorum, balled and burlapped, 8-12 inch plants, \$1.25 each; 2 for \$2.00; 6 for \$5.00.

and Here's a LARGE FLOWERING Azalea (AZALEA MOLLIS)

The flowers of this beautiful Azalea are the size of large gladiolus florets, often 4 to 5 inches across and larger—and are very similar in shape. Imagine a low pretty shrub just covered with beautiful gladiolus-

shaped flowers—that's what Azalea Mollis looks like—see picture at left. Flowers are burnt orange, yellow, pink, red, or salmon and appear in May. These pretty shrubs add an unusualness to your planting that will be a delight.

Grows to about 2½ feet or more in height. Hardy. Easy to grow.

Prices of Azalea Mollis 10-12 inch plants, balled and burlapped, \$1.25 each; 2 for \$2.00; 6 for \$5.00.

Color note: Azalea Mollis plants are hybrids and we cannot state in advance what color you will receive.



Azaleamum

Trademark



635
Flowers

Azaleamum and Dazzler were pronounced the outstanding flowers in the prize-winning garden at the Chicago Century of Progress.

In May, 1932, we planted 1000 very small potted Azaleamum plants. In September, less than four months, each of these plants were larger than a big wash tub. On one average plant we counted 635 open flowers. One year later, 4212 flowers were open on one single plant. Kellogg's Azaleamum is completely covered with beautiful pink flowers from August to mid-November. No other plant in the world just like Azaleamum. No other flower just as good. Kellogg's Azaleamum guarantees you the genuine Azaleamum that will bloom like the specimen shown above.

Azaleamum prices, 1 for 65¢; 2 for \$1.00; 4 for \$1.85; 10 or more at 40¢ each.

* * * MORSE COMPANY HORTICULTURAL PRINTERS ST. JOSEPH MICH.

R. M. Kellogg Company
Three Rivers, Michigan

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